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Date: 7 October 2005

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Mail Stop Amendment

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In Re: Patent Application of Charles A. Eldering

Conf. No.: 5900 : Group Art Unit: 2161
Appln. No.: 09/807,887 : Examiner: Coby, Frantz
Filing Date: 19 April 2001 : Att'y. Docket No.: T706-11
Title: Consumer Profiling and Advertisement Selection System

AMENDMENT

This paper is being filed in response to the Office Action dated September 26, 2005. A Terminal Disclaimer under 37 C.F.R. §1.321(b), a Statement under 37 C.F.R. 3.73(b) and copies of related assignment documents are being submitted herewith.

Please amend the above-identified patent application, without prejudice, as follows: